

Boston Main Streets **IN BRIEF**

Building vibrant commercial districts

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September/October 2002

Boston Main Streets "In Brief" is a bi-monthly newsletter of the Main Streets' staff and district managers. It communicates important policy updates, district highlights, design, promotion, economic restructuring and organization technical tips, and event and media announcements to all involved in the Main Streets' collaboration.

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Do you have any technical tips, trivia, or other news we can all use? Send comments on and contributions to "In Brief" to thasch.dnd@ci.boston.ma.us

WELCOME!

**Valerie Grabiell, Executive
Director
Hyde/Jackson Main
Streets**



HOLIDAYS ON MAIN STREETS

The New and Improved (Boston Unwrapped!) Campaign

Boston Unwrapped! has a new look and a new name, but the message remains the same: **Shop Boston's Main Streets.**



This year's *Holidays on Main Streets* campaign will ultimately include several year-round initiatives, all with an "On Main Streets" theme. To start with, district managers and Boston Main Streets' staff are developing a citywide discount card program to be launched at the *Holidays on Main Streets*' kick-off event. The **Shopping on Main Streets Discount Card**, as well as the great shopping, dining, and other services offered in our Main Streets districts, will be promoted at all Main Streets events during November and December, and throughout the year.

The discount card is part of an incentive program to expand district visibility and increase business in all Main Streets' districts. The discount card benefits residents, businesses, and participating Main Streets' district organizations. **Residents** join their local organization, and receive the discount card and a directory of member businesses. **Member businesses** offer discounts or other specials to resident members through the directory and in-store. The shopping directory is distributed through the resident membership package, during holiday events, and at other year-round activities.

The "Shopping on Main Streets" initiative will be supported throughout the year with print, television, and website promotion.

Join Mayor Menino on Tuesday, November 26, at 11:00 a.m. to kick-off "Holidays on Main Streets." (The location is to be determined.)

TECHNICAL ASSISTANCE FOR FUNDRAISING AND LONG-TERM SUSTAINABILITY IS ON ITS WAY!

The consultant team of Kathy McCabe and Sam Solomon is on board to assist Boston Main Streets and local Main Streets' district programs develop strategies for long-term sustainability. The team was selected through a competitive RFP process, and it brings a wealth of experience and enthusiasm to the task. Kathy McCabe has been a consultant in community planning and economic development since 1990. She works primarily with small businesses, nonprofit organizations, and local and state government agencies. Kathy was the first executive director of Roslindale Village Main Street, serving 1985-1990. Sam Solomon has been an organizational development and fundraising consultant since 1991. He has nearly 30 years of management and programmatic experience in government, universities and nonprofit agencies.

Over the next 12 months, McCabe/Solomon will provide assistance in the following areas: board development, institutional fund development, corporate buddies, public and quasi-public funding, individual donors, renewable resources, and marketing and communications. **See the "Main Street To-Do List" for upcoming training dates.**

The Art of Main Streets Management



COLLABORATE TO CREATE A SUCCESSFUL EVENT—EGLESTON SQUARE MAIN STREETS AND THE PEACE GARDEN DEDICATION

The Peace Garden Dedication was held on September 25, 2002. In addition to Mayor Menino and Dr. Payzant, over 200 students, residents, and other community supporters attended. The Peace Garden commemorates peace in a neighborhood that has experienced violence. Historically, many people have worked to create the Peace Garden. Students from Egleston Community High School, however, brought the sense of purpose to the project and galvanized the community to complete it. Planning Committee members included ESAC Sustainable Home Ownership Center, Egleston Square Neighborhood Association, Greater Egleston Community High School, Egleston Square Main Streets and the local Merchants Association and YMCA.

“Above all, leave enough time to accommodate the multitude of planning activities, delays in deliverables, and schedule changes.”
Natacha Bunker, Executive Director, Egleston Square Main Streets

- Establish a planning committee limited to organizations directly involved with the project.
- Elect a leader/point person since many decisions are made outside regular committee meetings.
- Identify roles and responsibilities, and hold individual committee members accountable for their assigned tasks.
- Agree on ground rules to ensure a smooth process and sensitivity to all participants' concerns.
- Develop a plan of action and a deliverables timetable that includes submission dates for all media and collateral.
- Encourage all planning committee members to “spread the word” at every opportunity. Tell them to tell everyone they know about the event. Keep in mind that “word of mouth advertising is the most powerful force in marketing today.” Thank everyone involved, and keep the momentum going.

Main Streets' To-Do List

- Submit your list of *Holidays on Main Streets*' participating businesses. **The submission deadline is Friday, November 1.**
- Submit your request for consideration to participate in Karl Seidman's graduate course on “Revitalizing Urban Main Streets,” a course offered in MIT's Dept. of Urban Studies and Planning. Two districts will be chosen. **Submit your request no later than Friday, November 1, 5:00 p.m. to Karl Seidman.**
- Complete your October Performance Measures report and **submit it to your BMS manager by November 4.**

- Attend mandatory manager training: “How Executive Directors Can Get the Best From Their Non-Profit Boards,” **Wednesday, November 6, 9:30 – 11:30 a.m.**, BRA Board Room, 9th floor City Hall (bring identification).
- Board members attend training on the basics of non-profit board development, **Wednesday, November 13, 5:30 – 8:30 p.m.** at the Zoo New England, or **Wednesday, November 20, 9:00 a.m. – 12:00 noon** at The Boston Foundation.
- For all Main Streets managers: attend the next Bi-monthly Manager's Meeting, **Thursday, November 21, 10:00 a.m. – 2:00 p.m.**, 26 Court Street, Conference Room 11A.
- Join Mayor Menino to kick-off *Holidays on Main Streets*, **Tuesday, November 26, 11:00 a.m.** (Location to be determined.)
- Contact your BMS manager or Diane Gray, City Marketing Manager, Wall USA, 617-757-8500, for information on Street Furniture.

Happenings on Main Streets

- Oct 29—**Allston Village Main Street Fundraiser** - Rock the Village – Raging-Rock
- Oct 31—**Allston Village Main Street Fundraiser** – Washington Allston Birthday Breakfast
- Nov 2—**Brighton Main Streets Fundraiser** – Masquerade Ball
- Nov 2—**West Roxbury Main Streets** - Ribbon Cuttings
- Nov 8—**Upham's Corner Main Street Fundraiser** - A Jazz Evening Out
- Nov 26—**Boston Main Streets** – Holidays on Main Streets Kickoff

"Making Your Neighborhood Work" On Boston's Neighborhood Network (BNN)

November 6 — December 18—*Holidays on Main Streets* Focus

- October 30—DATE AVAILABLE
- November 6—Boston Main Streets
- November 13—Hyde Park
- November 20—Roslindale Village
- November 27—DATE AVAILABLE

See repeats of the show throughout the week on cable station 9 or 22, Wed. at 10:00 p.m.; Thurs. at 6:00 a.m.; Sat. at 10:00 a.m.; and Mon. at 1:30 a.m. The show also can be seen on RCN cable 15 or 16

Main Streets Madness-Trivia Question for the (Bi)Month

Which business has moved from one Main Street district to another? Find the answer in the next issue of Boston Main Streets “In Brief.”

Last month's question: Name three mayors who recently visited Boston's Main Streets. Answer: Former Detroit Mayor Denis Archer, Worcester Mayor Timothy Murray, Melbourne Australia Deputy Lord Mayor Susan Riley.